



Central Washington University

Degree Program Student Learning Outcome Assessment Plan

Departments: Management and Finance & Supply Chain Management

Program: BS-Business Administration

Student Learning Outcome (performance, knowledge, attitudes)	Related CWU Strategic Outcome(s) http://www.cwu.edu/s/trategic-planning/	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
1. To develop foundation knowledge and skills in Management, Marketing, Human Resource Management, and Business Law, Finance and Supply Chain Management.	1.1.1 Students will achieve programmatic learning outcomes.	Major Field Test in Business Curriculum Review Syllabi for all sections of the same course will identify common learning outcomes	Students enrolled in MGT 489 Feedback from industry advisory boards Department chair	Fall, Winter, Spring, and Summer Quarters Advisory Boards meet at least annually Each quarter	90% of students score in the 50 th percentile or higher on the major field test in business. Advisory boards agree that curriculum meets current industry standards. 100% compliance
2. Students demonstrate competency in specialized field of study (e.g., human resource management, supply chain management, leadership and management, finance, marketing)	1.1.1 Students will achieve programmatic learning outcomes.	Capstone course projects/simulations In-field job placement Rates	Students enrolled in specialization capstone courses Graduating seniors	Fall, Winter, Spring, and Summer Quarters Spring term	80% of students evaluated with a grade of B- or higher on capstone course projects 50% of graduating seniors indicate job acceptance prior to graduation
3. Students are able to create and deliver effective oral presentations	1.1.1 Students will achieve programmatic learning outcomes.	Oral presentations in core class Oral presentation in MGT 489 case study	Students enrolled in MIS 386 Students enrolled in MGT 489	Fall, Winter and Spring quarters Fall, Winter, Spring and Summer quarters	75% of students scored at acceptable or higher using CB rubric for evaluating oral communication 90% of students scored at acceptable or higher using CB rubric for evaluating oral communication

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4. Students written communication skills meet professional and industry standards	1.1.1 Students will achieve programmatic learning outcomes.	Written assignments in MKT 362	Students enrolled in MKT 362	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating written communication
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating written communication
5. Students comprehend ethical issues in business and demonstrate an ability to make ethical decisions	1.1.1 Students will achieve programmatic learning outcomes.	Ethics case in MGT 382	Students enrolled in MKT 382	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating ethical decision-making
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating ethical decision making
6. Students are able to integrate and critically assess business information to make strategic decisions	1.1.1 Students will achieve programmatic learning outcomes.	Case analysis in core class	Students enrolled in FIN 370	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating critical thinking
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating critical thinking
7. Students are able to work effectively in small and large teams	1.1.1 Students will achieve programmatic learning outcomes.	Group project in core class	Students enrolled in SCM 310	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating teamwork
		Group project in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating teamwork

*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature.
**Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers) and modality (e.g. online, face-to-face, hybrid)
***Timing of assessment should ideally be at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)

rev. 12/14

Assessment Cycle

Analysis and Interpretation: December

Improvement Actions: Completed by June

Dissemination: Completed by June

Year	15-16	16-17	17-18	18-19	19-20	20-21
1	x	x	x	x	x	x
2	x	x	x	x	x	x
3	x					x
4		x				
5			x			
6				x		
7					x	

Assessment Oversight

Name	Department Affiliation	Email Address	Phone Number
Jeff Stinson	Management	stinsonj@cwu.edu	963-1903
Carlo Smith	Finance & Supply Chain Management	csmith@cwu.edu	206.439.3800 x3854